

## ORDER



**Orders**  
**Order / Rev:** 65452  
**Alt Order #:** 9841428 /Brad  
**Product Desc:** TOM SMITH FOR SENATE  
**Estimate:**  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** SRCP Media  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Smith/R/Senate  
**Demographic:** A35+  
**Product Codes:** US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	81	\$28,540.00	\$24,259.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	81	\$28,540.00	\$24,259.00	0.00
<b>Totals</b>	<b>81</b>	<b>\$28,540.00</b>	<b>\$24,259.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	20%	\$28,540.00
Market	100%	\$142,700.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	45%	\$64,215.00
WHTM	25%	\$35,675.00
WLYH	0%	\$0.00
WPMT	10%	\$14,270.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/16/12	10/22/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
N 2	WHP	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
N 3	WHP	10/16/12	10/22/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	10	\$75.00	P-4	0.00	NM	10	\$750.00
N 4	WHP	10/16/12	10/22/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 5	WHP	10/16/12	10/22/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/16/12	10/22/12		CM	530p-6p	MTWTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00

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Advertiser: Smith/R/Senate  
Product Desc: TOM SMITH FOR SENATE  
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 530p-6p News CBS 21 News at 530p											
N 7	WHP	10/16/12	10/22/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 8	WHP	10/16/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 9	WHP	10/16/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
N 10	WHP	10/16/12	10/22/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 11	WHP	10/16/12	10/22/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	7	\$140.00	P-2	0.00	NM	7	\$980.00
N 12	WHP	10/16/12	10/22/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 13	WHP	10/16/12	10/22/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 14	WHP	10/16/12	10/22/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N 15	WHP	10/16/12	10/22/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 16	WHP	10/16/12	10/22/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
N 17	WHP	10/16/12	10/22/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 18	WHP	10/16/12	10/22/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N 19	WHP	10/16/12	10/22/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N 20	WHP	10/16/12	10/22/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N 21	WHP	10/16/12	10/22/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 22	WHP	10/16/12	10/22/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 23	WHP	10/16/12	10/22/12	NFL RS Game NFL Reg Season Game	CM	1p-7p	-----S	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 24	WHP	10/16/12	10/22/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 25	WHP	10/16/12	10/22/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
N 26	WHP	10/16/12	10/22/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	2	\$125.00	P-4	0.00	NM	2	\$250.00
N 27	WHP	10/16/12	10/22/12	CBS This Morning CBS This Morning	CM	7a-9a	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
													Totals	81	\$28,540.00